

# A Bridge, Not a Barrier

building a dynamic Web presence for the National Academies

**The World Wide Web** is our primary vehicle for directly reaching consumer audiences at the National Academies. A key principle that guides how we manage our Web presence is that our site should be a bridge and not a barrier to public communication.

**The National Academies** comprise the National Academy of Sciences, National Academy of Engineering, Institute of Medicine and National Research Council. We are private, nonprofit institutions that provide science, technology and health policy advice under a congressional charter.

**Interactive audio webcasts** feature discussion topics such as intellectual property rights, working conditions for postdoctoral researchers, mammography safety and efficacy, and counterterrorism. During each webcast, participants listen to streaming audio and send questions or comments to presenters using an e-mail form. Audiences include university students and faculty, journalists, industry researchers and government officials from the United States and abroad. During 2001, we produced 30 webcasts with a total of 6,224 participants.

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January 18, 2002 -- Updated Weddays

Top News

Join Our Live Webcast on Human Cloning

Jan. 18 -- The United States should ban human reproductive cloning aimed at creating a child, says a new National Academies' report that considers only the scientific and medical aspects of this issue, plus ethical issues that pertain to human-subjects research. Join a one-hour news conference about the report, now in progress, via live audio webcast. Reporters may submit questions using an e-mail form.

Full Report

Press Release

Opening Statement

Introductory Remarks by Bruce Alberte

Live! Listen to the Webcast (requires RealPlayer & Realio)

Reporters: Send a Question to the Panel Please include your name and affiliation.

Improving Technological Literacy Needs National Effort

Jan. 17 -- Most Americans know little about the world of technology, yet frequently make decisions that are technologically based, such as whether to buy genetically engineered foods or transmit personal data over the Internet. A new National Academies report calls for a broad-based effort to increase technological literacy for all Americans.

Full Report

Opening Statement

Listen to the Public Briefing (requires RealPlayer & Realio)

Publication Announcement

more Top News

Science in the Headlines

Amy Corps revises wetlands rules

more Science in the Headlines

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Site Highlights

ANTHRAX INFO: Explore links to the best science-based information on anthrax and bioterrorism, in a recent statement from the presidents of the National Academies.

INTERNSHIPS: The National Academies are accepting applications from graduate and postdoctoral students through Thursday, March 1 for its summer 2002 session.

NEW ONLINE BOOKS: Technology and Economic Analysis of the Report Effectiveness and Impact of Corporate Average Fuel Economy Standards

Minority Students in Special and Gifted Education

Events

Monday, Jan. 21, 2002

Nutrient Requirements of Dogs and Cats (Austin, Texas)

Tuesday, Jan. 22, 2002

Amy Unmanned Ground Vehicle Technology (Pasadena, Calif.)

Gulf of Alaska Ecosystem Monitoring Program (Irvine, Calif.)

[More Events]

**What's New @ National-Academies.org** is a weekly e-mail digest we send to more than 5,500 subscribers. The digest highlights material generated by the news office and other parts of the Academies. We write it for a general, science-interested public.

Subscribed/Unsubscribed Users By Month

Date	Subscribed Users	Unsubscribed Users
1/16/2000	100	50
1/22/2000	100	50
1/29/2000	120	50
2/5/2000	250	50
2/12/2000	200	50
2/19/2000	180	50
2/26/2000	220	50
3/5/2000	160	50
3/12/2000	220	50
3/19/2000	250	50
3/26/2000	100	50
4/2/2000	100	50
4/9/2000	140	50
4/16/2000	100	50
4/23/2000	140	50
4/30/2000	120	50
5/7/2000	140	50
5/14/2000	120	50
5/21/2000	140	50
5/28/2000	120	50
6/4/2000	140	50
6/11/2000	120	50
6/18/2000	140	50
6/25/2000	120	50
7/2/2000	140	50
7/9/2000	120	50
7/16/2000	140	50
7/23/2000	120	50
7/30/2000	140	50
8/6/2000	120	50
8/13/2000	140	50
8/20/2000	120	50
8/27/2000	140	50
9/3/2000	120	50
9/10/2000	140	50
9/17/2000	120	50
9/24/2000	140	50
10/1/2000	120	50
10/8/2000	140	50
10/15/2000	120	50
10/22/2000	140	50
10/29/2000	120	50
11/5/2000	140	50
11/12/2000	120	50
11/19/2000	140	50
11/26/2000	120	50
12/3/2000	140	50
12/10/2000	120	50
12/17/2000	140	50
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1/14/2001	120	50
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11/9/2002	140	50
11/16/2002	120	50
11/23/2002	140	50
11/30/2002	120	50
12/7/2002	140	50
12/14/2002	120	50
12/21/2002	140	50
12/28/2002	120	50

The mailing reaches a weekly "opt-in" audience of demonstrated breadth and depth, which continues to grow at a regular rate. Current subscribers represent nearly 200 federal and state government officials or agencies and more than 70 foreign countries, among other groups.

Listserv Subscriber Profile  
On 03/04/2002

Category	Percentage
COM	36%
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ORG	11%
NET	8%
GOV	10%
US States	4%
MIL	2%
INFO	0%
BIZ	0%
NAME	0%

**Web Extra stories** provide accessible summaries of National Academies reports using clear, jargon-free language and visuals such as charts, graphs, maps and photos. Interactive features such as quizzes and opinion polls draw people into the subject matter. More than 140,000 people have viewed Web Extra pages.

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A Closer Look at Global Warming

The warming of the Earth has been the subject of intense debate and concern for many scientists, policy-makers, and citizens for at least the past decade. **Climate Change Science: An Analysis of Some Key Questions**, a new report by a committee of the National Research Council, characterizes the global warming trend over the last 100 years, and examines what may be in store for the 21st century and the extent to which warming may be attributable to human activity. The committee was made up of 11 of the nation's top climate scientists, including seven members of the National Academy of Sciences, one of whom is a Nobel Prize winner.

Report

Press Release

The Evidence for Warming

The scientific data that indicate the Earth's surface is getting significantly warmer.

Uncertainties in Climate Prediction

Why some of the big questions remain unanswered.

Are We Changing the Climate?

A look at how human activities might be contributing to global warming.

The Possible Consequences

How climate change may affect the United States and the rest of the world.

Back to Basics

Clearing up confusion over terminology and concepts.

Learn More About Global Warming and Climate Change

Explore a collection of related reports from the National Academies.

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